MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2018/2019

DEN 5048 – EFFECTIVE COMMUNICATION SKILLS

(All sections / groups)

4 MARCH 2019
9:00 a.m. – 11:00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **six** pages.
2. Answer **ALL** questions in **Sections A** and **B**.
3. Write all your answers in the answer booklet provided.

SECTION A [35 MARKS]

Task 1: Multiple-Choice Questions (5 marks)
Instructions: Read each question and choose the BEST answer.

1. Which one of these statements would be difficult to express non-verbally?

   A. "I'm bored with this meeting."
   B. "I disagree with your suggestion."
   C. "Your cost-saving idea is fantastic!"
   D. "Your analysis on the case can be further improved."

2. Choose the statement which presents an example of thought pattern that is able to boost self-esteem.

   A. "I'm a total failure if I can't meet the project deadline."
   B. "I know I did well in the interview as I was well-prepared for it."
   C. "I made a terrible mistake in the report, and everyone knows I'm hopeless."
   D. "My supervisor is taking her time to approve my leave. I wonder if she will disappoint me."

3. Which one of these statements on active listening is FALSE?

   A. Only the speaker is responsible for the meaning of the message.
   B. The listener rephrases the message to clarify the speaker's intent.
   C. The listener is supposed to interrupt the speaker in an encouraging manner.
   D. Active listening involves accurately listening to the content of the message.

4. During a meeting, an effective Chairperson should be able to _____.

   I. exercise partial judgement
   II. manage the flow of the discussion
   III. use various strategies to manage interaction
   IV. be sensitive to the time the group is spending on an issue

   A. I and II only
   B. I, II and III only
   C. II, III and IV only
   D. All of the above

5. Choose the correct statement which describes a chronemic channel of non-verbal communication.

   A. Bosses dress up more formally than employees.
   B. An interviewer usually has a more relaxed posture than an interviewee.
   C. Department co-workers are sitting far apart at the meeting table without talking.
   D. In some countries, it would be a norm for the boss to be late for a meeting but not for the subordinates.

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Task 2: Fill in the Blanks (15 marks)
Instructions: Read each question and choose the BEST answer from the options given below.

mass	self-esteem	letters	accessibility	integrative
minutes	vicarious experience	quorum	kinesics	memorandum
social	reverse chronological	power	feedback	redundancy
motion	paralanguage	channel	agenda	chronological

6. During your presentation, you noticed that your manager rolled his eyes and looked away from you when you made several obvious mistakes. This response from your manager is known as _____.

7. Joanne decided to ask her boss for a salary increment. Her boss is twenty years older than her and is of the opposite gender. The type of noise that could interrupt the communication that Joanne has with her boss is known as _____ noise.

8. The best type of communication method to be used in the process of educating the general public about the hazards of smoking is _____ communication.

9. Some of the examples of _____ are vocal sounds and vocal qualities. It is part of non-verbal communication that acts as signals for others to interpret what we say as a joke, threat, statement, or question.

10. People with low _____ often have negative thoughts about themselves and expect failure when they do something new. They are also easily pressured to conform to peer pressure.

11. _____ negotiation happens when your counterpart will not only be willing to cooperate in order to attain some of his/her goals but also to let you achieve some of yours.

12. When the Finance Department called for a meeting to discuss the pertinent issues, many staff did not attend it as they were away for the year-end holiday. The Chairperson had to postpone the meeting because it lacked _____.

13. One form of written communication that is commonly used within an organisation and operates in all directions is _____.

14. Choosing the best communication _____ is very important as it can make a difference between success and failure on the job.

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15. A designer who lacks confidence in expressing her ideas might find it useful to have a peer who has overcome similar difficulty. This way of increasing the confidence is called _____.

16. When you list down your working experiences in your résumé, you should list them in _____ order.

17. _____ is one of the disadvantages of written communication. The ability to read and to interpret written messages varies according to receiver's background, education and knowledge of the content.

18. The two important elements that you need in order to ensure the success of a negotiation are confidence and _____ to influence others.

19. The _____ of a meeting provide grounds for taking actions and a record for future reference. This document is prepared by the secretary.

20. The problem of noise can be reduced by _____ whereby we use more than one way to communicate.

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Task 3: Case Study (15 marks)
Instructions: Read the following scenario and answer all questions.

Mr. Donald White is calling The Grand Continental Hotel to make a room reservation.

Receptionist	:	Good morning. *(The receptionist was in the midst of finishing a curry puff in her mouth)*. The Grand Continental Hotel. Reception department. May I help you?
Mr. White	:	Hi, good morning. I'd like to make a reservation for the third weekend in March. Do you have any rooms available?
Receptionist	:	Yes, sir. We have several rooms available for that weekend. May I ask, when is the exact date of your arrival?
Mr. White	:	The 23rd. *(In the background his son spoke to him loudly, "Dad, I am going to the groceries with mum").*
Receptionist	:	Sorry, sir. The date again, please?
Mr. White	:	23rd... 23rd of March.
Receptionist	:	Thank you, sir. How long is your stay with us?
Mr. White	:	I'll be staying for two nights.
Receptionist	:	May I know how many people is the reservation for?
Mr. White	:	Only two of us.
Receptionist	:	Would you like a room with twin beds or a double bed?
Mr. White	:	A double bed, please.
Receptionist	:	Sure. Would you prefer a room with a view of the ocean?
Mr. White	:	If that type of room is available, I would love to have an ocean view. What's the rate for the room?
Receptionist	:	Your room is five hundred and eighty ringgit per night inclusive of the sales and service tax.
Mr. White	:	Whoa! Five hundred and eighty ringgit a night!
Receptionist	:	I'm afraid that is the rate, sir. Under whose name will the reservation be?
Mr. White	:	Donald White.
Receptionist	:	Could you spell your last name for me, please?
Mr. White	:	Sure. W-H-I-T-E.
Receptionist	:	Can I have your phone number, please? *(At the same time, a maintenance staff member was dragging a ladder behind the reception counter to change the faulty fluorescent light).*
Mr. White	:	I'm sorry, I can't hear you. Can you please repeat?
Receptionist	:	Is there a phone number where you can be contacted?
Mr. White	:	Yes, my mobile number is 012-6616016.

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Receptionist	:	Thank you, Mr. White. Now I'll need your credit card information to reserve the room for you. Would you be using your Mastercard or Visa?
Mr. White	:	Visa. The number is 5505272753321179.
Receptionist	:	May I have the name that is written on the card?
Mr. White	:	Donald R. White.
Receptionist	:	Alright, Mr. White, your reservation has been made for the 23rd of March for a room with a double bed and view of the ocean. Check-in is at 2 o'clock. If you have any other questions, please do not hesitate to call us. *(smiling to a new walk-in customer as the customer approaches the reception counter.)*
Mr. White	:	Okay, thank you so much.
Receptionist	:	My pleasure. We'll see you in March, Mr. White. Have a nice day.

Adapted from: Chand, D. (n.d.). Conversation on making reservation. In *Dessy Indrianie*. Retrieved November 18, 2018, from http://missdeechiie.blogspot.my/ 2012/12/front-office-conversation.html

1. Name the type of communication that applies to the conversation above. (1 mark)

2. Communication can take place by using different mediums. State three different mediums of communication and give an example for each medium of communication. (3 mark)

3. a. Telephone etiquette is very important. List three good telephone etiquette that one should always display whether at work, or at home. (3 marks)

   b. Based on the conversation above, give one example of poor telephone etiquette. (1 mark)

4. a. List two functions of non-verbal communication. (2 marks)

   b. Artifacts are one type of non-verbal communication. State an artifact of a hotel receptionist. (1 mark)

   c. Give an example of non-verbal communication from the conversation above. (1 mark)

5. In the telephone conversation, the noises that occurred are potential threats that affect the accuracy and clarity of the arrival of the message. State the type of noise that occurred in the conversation and provide two examples to support your answer. (3 marks)

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SECTION B [15 MARKS]

Instructions: Read the situation below and complete the given task.

SITUATION:

On the 1st of March 2019, Maria and Mario Diego, had their wedding dinner reception at Haven Havanna Hotel, a five-star hotel. All arrangements were discussed with the Marketing manager and a deposit of RM10,000 was made prior to the event. However, on the day of the reception, there was a power outage in the hotel starting from 5:30 p.m. till about 7:00 p.m. This has caused their wedding dinner programme to be delayed as the couple faced difficulties and inconvenience when they were changing into their wedding attire, putting on make-up and having a hairdo. On top of that, the guests gave feedback that the hotel sound system was poor because they were not able to hear clearly the announcements made by the emcee and speeches by the bride and groom.

TASK:

As a Marketing manager, write a letter of apology in about 150-200 words to Maria and Mario Diego to apologise for the power outage and poor sound system. You need to include the reasons, relevant details and compensation for the shortcomings that had happened. Use a full block open punctuation format.

End of Paper